

9/963855

## Refine Search

### Search Results -

| Terms                | Documents |
|----------------------|-----------|
| L1 and @ad<=20010926 | 6         |

**Database:**

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US Patents Full-Text Database  
US OCR Full-Text Database  
EPO Abstracts Database  
JPO Abstracts Database  
Derwent World Patents Index  
IBM Technical Disclosure Bulletins

**Search:****Refine Search****Recall Text****Clear****Interrupt**

### Search History

**DATE:** Saturday, April 02, 2005 [Printable Copy](#) [Create Case](#)

**Set Name** Query  
**side by side**

**Hit Count** **Set Name**  
result set

*DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES;  
OP=OR*

L2 L1 and @ad<=20010926

6 L2

L1 (cpc or ("cost per click" or "cost-per-click")) and 705/26,27.ccls.

11 L1

END OF SEARCH HISTORY

4/06 F 17/30, 17/60

707/2,4-5

705 | 201  
      | 22  
      | 28-29, 37

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10/020712

# Hit List

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## Search Results - Record(s) 1 through 6 of 6 returned.

1. Document ID: US 20030014331 A1

**Using default format because multiple data bases are involved.**

L2: Entry 1 of 6

File: PGPB

Jan 16, 2003

PGPUB-DOCUMENT-NUMBER: 20030014331

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20030014331 A1

TITLE: Affiliate marketing search facility for ranking merchants and recording referral commissions to affiliate sites based upon users' on-line activity

PUBLICATION-DATE: January 16, 2003

INVENTOR-INFORMATION:

| NAME              | CITY    | STATE | COUNTRY | RULE-47 |
|-------------------|---------|-------|---------|---------|
| Simons, Erik Neal | Calgary |       | CA      |         |

US-CL-CURRENT: 705/27; 705/26, 707/7

[Full](#) [Title](#) [Citation](#) [Front](#) [Review](#) [Classification](#) [Date](#) [Reference](#) [Sequences](#) [Attachments](#) [Claims](#) [KMC](#) [Drawn D](#)

2. Document ID: US 20020095331 A1

L2: Entry 2 of 6

File: PGPB

Jul 18, 2002

PGPUB-DOCUMENT-NUMBER: 20020095331

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20020095331 A1

TITLE: Pay-for-results based marketing

PUBLICATION-DATE: July 18, 2002

INVENTOR-INFORMATION:

| NAME         | CITY     | STATE | COUNTRY | RULE-47 |
|--------------|----------|-------|---------|---------|
| Osman, Anas  | Evanston | IL    | US      |         |
| Usman, Azhar | Skokie   | IL    | US      |         |

US-CL-CURRENT: 705/14; 705/1, 705/26

[Full](#) [Title](#) [Citation](#) [Front](#) [Review](#) [Classification](#) [Date](#) [Reference](#) [Sequences](#) [Attachments](#) [Claims](#) [KMC](#) [Drawn D](#)

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3. Document ID: US 20020029290 A1

L2: Entry 3 of 6

File: PGPB

Mar 7, 2002

PGPUB-DOCUMENT-NUMBER: 20020029290

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20020029290 A1

TITLE: System and method for tracking affiliates and merchants

PUBLICATION-DATE: March 7, 2002

INVENTOR-INFORMATION:

| NAME           | CITY  | STATE | COUNTRY | RULE-47 |
|----------------|-------|-------|---------|---------|
| Burema, Herman | Tokyo |       | JP      |         |
| Makino, Yoshia | Tokyo |       | JP      |         |

US-CL-CURRENT: 709/238; 705/14, 705/26

[Full](#) | [Title](#) | [Citation](#) | [Front](#) | [Review](#) | [Classification](#) | [Date](#) | [Reference](#) | [Sequences](#) | [Attachments](#) | [Claims](#) | [KMC](#) | [Draw. D](#)

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4. Document ID: US 6778651 B1

L2: Entry 4 of 6

File: USPT

Aug 17, 2004

US-PAT-NO: 6778651

DOCUMENT-IDENTIFIER: US 6778651 B1

TITLE: Apparatus and method for facilitating service management of communications services in a communications network

[Full](#) | [Title](#) | [Citation](#) | [Front](#) | [Review](#) | [Classification](#) | [Date](#) | [Reference](#) | [Sequences](#) | [Attachments](#) | [Claims](#) | [KMC](#) | [Draw. D](#)

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5. Document ID: US 6763334 B1

L2: Entry 5 of 6

File: USPT

Jul 13, 2004

US-PAT-NO: 6763334

DOCUMENT-IDENTIFIER: US 6763334 B1

TITLE: System and method of arranging delivery of advertisements over a network such as the internet

[Full](#) | [Title](#) | [Citation](#) | [Front](#) | [Review](#) | [Classification](#) | [Date](#) | [Reference](#) | [Sequences](#) | [Attachments](#) | [Claims](#) | [KMC](#) | [Draw. D](#)

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6. Document ID: US 6108639 A

L2: Entry 6 of 6

File: USPT

Aug 22, 2000

US-PAT-NO: 6108639  
DOCUMENT-IDENTIFIER: US 6108639 A

TITLE: Conditional purchase offer (CPO) management system for collectibles

[Full](#) | [Title](#) | [Citation](#) | [Front](#) | [Review](#) | [Classification](#) | [Date](#) | [Reference](#) | [Abstract](#) | [Claims](#) | [KMC](#) | [Drawn D](#)

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| Terms                | Documents |
|----------------------|-----------|
| L1 and @ad<=20010926 | 6         |

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L1: Entry 1 of 11

File: PGPB

Mar 24, 2005

PGPUB-DOCUMENT-NUMBER: 20050065844  
PGPUB-FILING-TYPE: new  
DOCUMENT-IDENTIFIER: US 20050065844 A1

TITLE: System and method for managing an advertising campaign on a network

PUBLICATION-DATE: March 24, 2005

INVENTOR-INFORMATION:

| NAME           | CITY      | STATE | COUNTRY | RULE-47 |
|----------------|-----------|-------|---------|---------|
| Raj, Ravi      | Los Altos | CA    | US      |         |
| Mehta, Bhavesh | Cupertino | CA    | US      |         |

ASSIGNEE-INFORMATION:

| NAME        | CITY | STATE | COUNTRY | TYPE CODE |
|-------------|------|-------|---------|-----------|
| Yahoo! Inc. |      |       |         | 02        |

APPL-NO: 10/ 671268 [PALM]  
DATE FILED: September 24, 2003

INT-CL: [07] G06 F 17/60

US-CL-PUBLISHED: 705/014; 705/026

US-CL-CURRENT: 705/14; 705/26

REPRESENTATIVE-FIGURES: 1

ABSTRACT:

The invention is directed to a system and method for automating the management of an advertising campaign for a sponsored search application. An advertiser can easily manage their advertising campaign based on a budget and other information that they are most familiar with, e.g., the length of time for the campaign, desired number of total clicks during the campaign, the time zone of the campaign, keywords to be bid upon for the sponsored search application, the advertisement (copy and heading), and the URL associated with the location of the advertisement copy. With this relatively basic information provided, the invention can automatically manage the bidding on both small and relatively large numbers of keywords for an advertising campaign.

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File: PGPB

Jan 27, 2005

PGPUB-DOCUMENT-NUMBER: 20050021419

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20050021419 A1

TITLE: Consumer-to-business (C2B) method for consolidating consumer powers in activating market economy

PUBLICATION-DATE: January 27, 2005

INVENTOR-INFORMATION:

NAME

CITY

STATE

COUNTRY

RULE-47

Fung, Hing Fai Freeman

Hong Kong

HK

APPL-NO: 10/ 815497 [PALM]

DATE FILED: March 31, 2004

RELATED-US-APPL-DATA:

Application 10/815497 is a continuation-in-part-of US application 09/692903, filed October 19, 2000, PENDING

INT-CL: [07] G06 F 17/60

US-CL-PUBLISHED: 705/026

US-CL-CURRENT: 705/26

REPRESENTATIVE-FIGURES: 2

ABSTRACT:

A consumer-to-business method by utilizing a secured network to consolidating marketing powers and consumer powers in grouping purchase orders through the global computer network along with the actual franchised stores, centers, and physical locations, to negotiate with the producers or the suppliers for new invention products, provides channels to Inventors to market their invention and Consumers to combine their orders together for negotiating with the manufactures or the suppliers for the goods or services requested and consolidating the marketing powers of the inventors and the purchasing powers of consumers from global computer network.

CROSS REFERENCE OF RELATED APPLICATION

[0001] This is a Continuation-In-Part application of a non-provisional application, application No. 09/692,903, filed Oct. 19, 2000.

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L1: Entry 3 of 11

File: PGPB

May 27, 2004

PGPUB-DOCUMENT-NUMBER: 20040103040

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20040103040 A1

TITLE: System, method and computer program product for a law community service system

PUBLICATION-DATE: May 27, 2004

INVENTOR-INFORMATION:

| NAME              | CITY           | STATE | COUNTRY | RULE-47 |
|-------------------|----------------|-------|---------|---------|
| Ronaghi, Mostafa  | Palo Alto      | CA    | US      |         |
| Tousi, Cameron H. | North Bethesda | MD    | US      |         |

APPL-NO: 10/ 305393 [PALM]

DATE FILED: November 27, 2002

INT-CL: [07] G06 F 17/60

US-CL-PUBLISHED: 705/026

US-CL-CURRENT: 705/26

REPRESENTATIVE-FIGURES: 2

ABSTRACT:

A system, method and computer program product for an online web-based law community for information sharing, collaboration and vending of services between attorneys and clients. Applications servers (ASs) and database servers (DSs) are provided for the features and functions of permitting clients to investigate attorneys by set factors (including region, jurisdiction, legal practice area, community and external reputation) and permitting attorneys to investigate clients by set factors (including region, industry, payment practices, community and external reputation). The AS/DSs also facilitate client provisioning of legal tasks, engagement of attorneys by clients, online communications between parties (through real-time chats, video, message threads), providing of standard or alternative billing, banking of payments between parties, and management of the progression of work performance and deliverables.

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File: PGPB

Mar 18, 2004

PGPUB-DOCUMENT-NUMBER: 20040054602

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20040054602 A1

TITLE: Internet advertisement method and system

PUBLICATION-DATE: March 18, 2004

INVENTOR-INFORMATION:

| NAME            | CITY  | STATE | COUNTRY | RULE-47 |
|-----------------|-------|-------|---------|---------|
| Ozaki, Hiromune | Tokyo |       | JP      |         |

APPL-NO: 10/ 451934 [PALM]

DATE FILED: June 25, 2003

FOREIGN-APPL-PRIORITY-DATA:

| COUNTRY | APPL-NO     | DOC-ID             | APPL-DATE         |
|---------|-------------|--------------------|-------------------|
| JP      | 2000-394875 | 2000JP-2000-394875 | December 26, 2000 |

PCT-DATA:

| DATE FILED   | APPL-NO        | PUB-NO | PUB-DATE | 371-DATE | 102 (E) -DATE |
|--------------|----------------|--------|----------|----------|---------------|
| Dec 21, 2001 | PCT/JP01/11246 |        |          |          |               |

INT-CL: [07] G06 F 17/60

US-CL-PUBLISHED: 705/026; 705/014

US-CL-CURRENT: 705/26; 705/14

REPRESENTATIVE-FIGURES: 1

ABSTRACT:

An Internet advertising method comprising the steps of: upon request from a user terminal that has accessed a Web site, posting a banner advertisement on the Web site based on banner source code included in the source code of the Web site (Step S1); displaying an advertisement page on the user terminal when the banner advertisement on the user terminal is clicked (Step S2), and acquiring a first identification code included in the banner source code (Step S3); generating a second identification code in response to a banner advertisement posting request made from the user terminal through the advertisement page (Step S4), and storing information by which to associate the second identification code with the first identification code (Step S5); and incorporating the second identification code into the banner source code and sending it (Step S6). This method enables the widespread distribution of a banner advertisement by encouraging Web site operators to post the banner advertisement on their Web site, and thereby strengthens the advertising effect.

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File: PGPB

Jun 5, 2003

PGPUB-DOCUMENT-NUMBER: 20030105677

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20030105677 A1

TITLE: Automated web ranking bid management account system

PUBLICATION-DATE: June 5, 2003

INVENTOR-INFORMATION:

| NAME                    | CITY        | STATE | COUNTRY | RULE-47 |
|-------------------------|-------------|-------|---------|---------|
| Skinner, Christopher J. | New Orleans | LA    | US      |         |

APPL-NO: 10/ 307314 [PALM]

DATE FILED: December 2, 2002

RELATED-US-APPL-DATA:

~~Application is a non-provisional-of-provisional application 60/336741, filed November 30, 2001,~~

INT-CL: [07] 006 F 17/60

US-CL-PUBLISHED: 705/26

US-CL-CURRENT: 705/26

REPRESENTATIVE-FIGURES: 1

ABSTRACT:

The present invention relates to an automated web ranking system which enables advertisers to dynamically adjust pay-per-click bids to control advertising costs. The system tracks search terms which are used to market an advertiser's product or services in on line marketing media ("OMM"). The system determines the search term's effectiveness by collecting and analyzing data relating to the number of impressions, the number of clicks, and the number of resulting sales generated by a search term at a given time period. Based on the data collected and parameters which the advertiser provides relating to the advertiser's economic factors, the system calculates a maximum acceptable bid for each search term. The system monitors the web for competitor's bids on an advertiser's search term and places bids which fall below the maximum acceptable bid.

CROSS-REFERENCE TO RELATED APPLICATION

[0001] This application claims the benefit of U.S. Provisional Patent Application Ser. No. 60/336,741, filed Nov. 30, 2001.

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File: PGPB

Jan 16, 2003

PGPUB-DOCUMENT-NUMBER: 20030014331

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20030014331 A1

TITLE: Affiliate marketing search facility for ranking merchants and recording referral commissions to affiliate sites based upon users' on-line activity

PUBLICATION-DATE: January 16, 2003

INVENTOR-INFORMATION:

| NAME              | CITY    | STATE | COUNTRY | RULE-47 |
|-------------------|---------|-------|---------|---------|
| Simons, Erik Neal | Calgary |       | CA      |         |

APPL-NO: 09/ 849988 [PALM]

DATE FILED: May 8, 2001

INT-CL: [07] G06 F 17/60, G06 F 7/00, G06 F 17/30

US-CL-PUBLISHED: 705/27; 707/7, 705/26

US-CL-CURRENT: 705/27; 705/26, 707/7

REPRESENTATIVE-FIGURES: 7

ABSTRACT:

Providing a search facility to a consumer that may be accessed by the consumer through a participating affiliate marketing web site. The search facility conducts searches of databases that include both merchants that pay a cost-per-action commission to the search facility based upon actual sales to consumers introduced to the merchant by the search facility, and merchants that pay a cost-per-click commission based upon the number of accesses of the merchant's site from the search facility. The search facility ranks the merchants for display in search results based upon the commissions paid and possibly other factors. The search facility also tracks sales-based commissions and can pay other types of commissions based upon or in proportion to the sales based commissions.

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File: PGPB

Jul 18, 2002

PGPUB-DOCUMENT-NUMBER: 20020095331  
PGPUB-FILING-TYPE: new  
DOCUMENT-IDENTIFIER: US 20020095331 A1

TITLE: Pay-for-results based marketing

PUBLICATION-DATE: July 18, 2002

INVENTOR-INFORMATION:

| NAME         | CITY     | STATE | COUNTRY | RULE-47 |
|--------------|----------|-------|---------|---------|
| Osman, Anas  | Evanston | IL    | US      |         |
| Usman, Azhar | Skokie   | IL    | US      |         |

APPL-NO: 09/ 761461 [PALM]  
DATE FILED: January 16, 2001

INT-CL: [07] G06 F 17/60

US-CL-PUBLISHED: 705/14; 705/1, 705/26  
US-CL-CURRENT: 705/14; 705/1, 705/26

REPRESENTATIVE-FIGURES: 1

ABSTRACT:

A method of acquiring customers via a computer network includes receiving user input relating to a desired product. Then, a preferred product(s) is automatically determined from a plurality of products as a function of the user input. After the user performs an activity with a vendor, a payment is received from the vendor.

RELATED APPLICATIONS

[0001] The following application is related by subject matter and is incorporated herein by reference:

[0002] Application Ser. No. \_\_\_\_\_ to entitled "Neural Network-Based Decision Processor and method" Attorney reference 10571/5.

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File: PGPB

Mar 7, 2002

PGPUB-DOCUMENT-NUMBER: 20020029290

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20020029290 A1

TITLE: System and method for tracking affiliates and merchants

PUBLICATION-DATE: March 7, 2002

## INVENTOR-INFORMATION:

| NAME           | CITY  | STATE | COUNTRY | RULE-47 |
|----------------|-------|-------|---------|---------|
| Burema, Herman | Tokyo |       | JP      |         |
| Makino, Yoshia | Tokyo |       | JP      |         |

APPL-NO: 09/ 922953 [PALM]

DATE FILED: August 7, 2001

## RELATED-US-APPL-DATA:

Application is a non-provisional-of-provisional application 60/223735, filed August 8, 2000,

INT-CL: [07] G06 F 17/60, G06 F 15/173

US-CL-PUBLISHED: 709/238; 705/26, 705/14

US-CL-CURRENT: 709/238; 705/14, 705/26

REPRESENTATIVE-FIGURES: 3A

## ABSTRACT:

A system and method for accurately tracking user activity and transactions on public and private networks. The invention tracks user identification information and transaction identification information to determine whether an affiliate has referred a user to a particular web site. When a user selects a merchant's banner from an affiliate web site, before redirecting the user's computer to the merchant's web site, information about the merchant's site is stored at the user's browser. This information is then sent from the user's browser to other network data stores and can be used to determine whether an affiliate has referred a user to a particular site.

## CLAIM OF PRIORITY

[0001] This application claims the benefit of U.S. Provisional Application No. 60/223,735, filed Aug. 8, 2000, which is hereby incorporated by reference in its entirety.

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L1: Entry 9 of 11

File: USPT

Aug 17, 2004

US-PAT-NO: 6778651

DOCUMENT-IDENTIFIER: US 6778651 B1

TITLE: Apparatus and method for facilitating service management of communications services in a communications network

DATE-ISSUED: August 17, 2004

## INVENTOR-INFORMATION:

| NAME            | CITY        | STATE | ZIP CODE | COUNTRY |
|-----------------|-------------|-------|----------|---------|
| Jost; Larry     | St. Loius   | MO    |          |         |
| Klos; Tim       | High Ridge  | MO    |          |         |
| Champion; Pat   | St. Louis   | MO    |          |         |
| Clark; Mary     | Florissant  | MO    |          |         |
| Gilmore; Terry  | Glen Carbon | IL    |          |         |
| Leet; Randall   | Eureka      | MO    |          |         |
| Martens; Gary   | Florissant  | MO    |          |         |
| Merz; Sue       | St. Charles | MO    |          |         |
| Sexton; Mark    | St. Louis   | MO    |          |         |
| Steinmetz; Mark | Florissant  | MO    |          |         |
| Vallely; John   | Florissant  | MO    |          |         |
| Vieth; Terry    | Columbia    | IL    |          |         |

## ASSIGNEE-INFORMATION:

| NAME                                | CITY      | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|-------------------------------------|-----------|-------|----------|---------|-----------|
| Southwestern Bell Telephone Company | St. Louis | MO    |          |         | 02        |

APPL-NO: 09/ 023923 [PALM]

DATE FILED: February 13, 1998

## PARENT-CASE:

This application is a Continuation of application Ser. No. 08/831,892, filed Apr. 3, 1997, now abandoned the contents of which are herein incorporated by reference in its entirety.

INT-CL: [07] H04 M 3/22

US-CL-ISSUED: 379/201.01; 379/201.02, 705/26

US-CL-CURRENT: 379/201.01; 379/201.02, 705/26

FIELD-OF-SEARCH: 705/26, 705/27, 379/201.01, 379/201.02, 379/201.03, 379/201.12, 379/201.05, 379/219, 379/243

## PRIOR-ART-DISCLOSED:

## U.S. PATENT DOCUMENTS

|                                 |                            |                       |
|---------------------------------|----------------------------|-----------------------|
| <a href="#">Search Selected</a> | <a href="#">Search All</a> | <a href="#">Clear</a> |
|---------------------------------|----------------------------|-----------------------|

| PAT-NO   | ISSUE-DATE     | PATENTEE-NAME         | US-CL     |
|--|----------------|-----------------------|-----------|
| <input type="checkbox"/> <a href="#">5241588</a> | August 1993    | Babson, III et al.    |           |
| <input type="checkbox"/> <a href="#">5345380</a> | September 1994 | Babson, III et al.    |           |
| <input type="checkbox"/> <a href="#">5404396</a> | April 1995     | Brennan               | 279/201   |
| <input type="checkbox"/> <a href="#">5579384</a> | November 1996  | Seymour               | 379/243   |
| <input type="checkbox"/> <a href="#">5687212</a> | November 1997  | Kinser, Jr. et al.    | 379/10    |
| <input type="checkbox"/> <a href="#">5799073</a> | August 1998    | Fleischer, III et al. | 379/113   |
| <input type="checkbox"/> <a href="#">5915008</a> | June 1999      | Dulman                | 379/201   |
| <input type="checkbox"/> <a href="#">5920618</a> | July 1999      | Fleischer, III et al. | 379/207   |
| <input type="checkbox"/> <a href="#">6160877</a> | December 2000  | Tatchell et al.       | 379/179   |
| <input type="checkbox"/> <a href="#">6167122</a> | December 2000  | Titmuss et al.        | 379/93.15 |
| <input type="checkbox"/> <a href="#">6330598</a> | December 2001  | Beckwith et al.       |           |

## OTHER PUBLICATIONS

BT Technology Journal, vol. 13, No. 2. Apr. 1995, Ipswich GB. pp. 132-142, Marshall et al., "The information services supermarket".

ART-UNIT: 2642

PRIMARY-EXAMINER: Deane, Jr.; William J.

ATTY-AGENT-FIRM: Greenblum & Bernstein, P.L.C.

## ABSTRACT:

A service management system for a communications network which accepts requests for communications services from service order sources. The service management system includes an interface to the service order sources, a database, and an interface to network elements which provide the communications services. The service order sources may have differing order input formats which are converted by the system into a single internal format for processing and determining of provisioning information to be output to the network-elements. The service management system includes table-driven logic which is used to validate and process the requests to determine the provisioning information. Once the provisioning information is determined, it is queued to the appropriate network element, and an acknowledgment is sent to the originating service order source. The service management system also includes a interface to query the database and network elements to perform debugging and error correction.

20 Claims, 85 Drawing figures

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L1: Entry 10 of 11

File: USPT

Jul 13, 2004

US-PAT-NO: 6763334

DOCUMENT-IDENTIFIER: US 6763334 B1

TITLE: System and method of arranging delivery of advertisements over a network such as the internet

DATE-ISSUED: July 13, 2004

## INVENTOR-INFORMATION:

| NAME              | CITY     | STATE | ZIP CODE | COUNTRY |
|-------------------|----------|-------|----------|---------|
| Matsumoto; Takuya | Toyonaka |       |          | JP      |
| Kidera; Shiro     | Ebina    |       |          | JP      |
| Ishii; Ryuichi    | Yokohama |       |          | JP      |

## ASSIGNEE-INFORMATION:

| NAME                   | CITY  | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|------------------------|-------|-------|----------|---------|-----------|
| Action Click Co., Ltd. | Tokyo |       |          | JP      | 03        |

APPL-NO: 09/ 457591 [PALM]

DATE FILED: December 9, 1999

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/14; 705/26, 705/27, 709/217

US-CL-CURRENT: 705/14; 705/26, 705/27, 709/217

FIELD-OF-SEARCH: 705/26, 705/27, 705/14, 463/41, 709/217

## PRIOR-ART-DISCLOSED:

## U.S. PATENT DOCUMENTS

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| PAT-NO                                  | ISSUE-DATE     | PATENTEE-NAME | US-CL   |
|---|----------------|---------------|---------|
| <input type="checkbox"/> <u>5724521</u> | March 1998     | Dedrick       | 705/26  |
| <input type="checkbox"/> <u>5791991</u> | August 1998    | Small         | 463/41  |
| <input type="checkbox"/> <u>5809242</u> | September 1998 | Shaw et al.   | 709/217 |
| <input type="checkbox"/> <u>5937390</u> | August 1999    | Hyodo         | 705/14  |
| <input type="checkbox"/> <u>5991740</u> | November 1999  | Messer        |         |

## FOREIGN PATENT DOCUMENTS

| FOREIGN-PAT-NO | PUBN-DATE      | COUNTRY | US-CL |
|----------------|----------------|---------|-------|
| 10-254829      | September 1998 | JP      |       |
| 11-154159      | June 1999      | JP      |       |
| WO 98/34189    | August 1998    | WO      |       |

ART-UNIT: 3622

PRIMARY-EXAMINER: Young; John L.

ATTY-AGENT-FIRM: Rader, Fishman & Grauer PLLC

**ABSTRACT:**

A method and system of arranging advertisements on a network for a potential media owner or affiliate to sell ad space on a network media to an advertiser. The advertiser's conditions and the affiliate's acceptance are made on the network through an agent's server. The server provides an invitation page for entry of the advertiser's conditions. The conditions are disclosed to the affiliate on the network. When the affiliate accepts the conditions on the network, the agent's server responds to make an advertisement contract, and allocates an advertiser's web site to the ad space of the network media. The number of the responses made to the advertisement is counted at the agent's server, which delivers statistical data of the counted responses on the network to the advertiser and the affiliate for determination of the payment and for evaluation of the effectiveness of the advertisement.

26 Claims, 9 Drawing figures

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L1: Entry 11 of 11

File: USPT

Aug 22, 2000

US-PAT-NO: 6108639

DOCUMENT-IDENTIFIER: US 6108639 A

TITLE: Conditional purchase offer (CPO) management system for collectibles

DATE-ISSUED: August 22, 2000

## INVENTOR-INFORMATION:

| NAME                   | CITY       | STATE | ZIP CODE | COUNTRY |
|------------------------|------------|-------|----------|---------|
| Walker; Jay S.         | Ridgefield | CT    |          |         |
| Van Luchene; Andrew S. | Norwalk    | CT    |          |         |

## ASSIGNEE-INFORMATION:

| NAME                       | CITY     | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|----------------------------|----------|-------|----------|---------|-----------|
| priceline.com Incorporated | Stamford | CT    |          |         | 02        |

APPL-NO: 08/ 964967 [PALM]

DATE FILED: November 5, 1997

## PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATIONS This application is a continuation-in-part of U.S. patent application Ser. No. 08/889,319, filed Jul. 8, 1997, which is a continuation-in-part of U.S. patent application Ser. No. 08/707,660, filed Sep. 4, 1996, now U.S. Pat. No. 5,794,207, each incorporated by reference herein.

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/26; 705/27, 705/37

US-CL-CURRENT: 705/26; 705/27, 705/37

FIELD-OF-SEARCH: 705/1, 705/26, 705/27, 705/35, 705/37, 705/38, 705/39, 235/375, 235/379, 235/380, 235/381, 379/90.01, 340/825.26, 340/825.27, 340/825.28, 340/825.29, 402/22, 402/24

## PRIOR-ART-DISCLOSED:

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| PAT-NO                                  | ISSUE-DATE   | PATENTEE-NAME | US-CL   |
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| <input type="checkbox"/> | <u>4449186</u> | May 1984       | Kelly et al.          | 705/5     |
| <input type="checkbox"/> | <u>4553222</u> | November 1985  | Kurland et al.        | 705/15    |
| <input type="checkbox"/> | <u>4677552</u> | June 1987      | Sibley, Jr.           | 705/37    |
| <input type="checkbox"/> | <u>4751728</u> | June 1988      | Treat                 | 379/113   |
| <input type="checkbox"/> | <u>4789928</u> | December 1988  | Fujisaki              | 705/37    |
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ART-UNIT: 271

PRIMARY-EXAMINER: Tkacs; Stephen R.

ATTY-AGENT-FIRM: Morgan & Finnegan, L.L.P. Brandt; Jeffrey L.

ABSTRACT:

A collectible conditional purchase offer (CPO) management system is disclosed for receiving and processing individual CPOs from buyers for one or more collectibles, such as coins, stamps, art prints, comic books, baseball cards, jewelry, or other used or secondary market goods. The collectible CPO management system processes each received CPO to determine whether one or more sellers are willing to accept a given collectible CPO. If a seller accepts a given CPO, and ultimately delivers goods complying with the buyer's CPO, the buyer is bound on behalf of the accepting seller, to form a legally binding contract. The CPO is guaranteed, for example, by a general-purpose account, such as a credit or debit account. Once a CPO is accepted by a seller, but before completing the transaction, the goods are preferably forwarded to a dealer/authenticator for evaluation. The dealer/authenticator preferably validates, authenticates and optionally guarantees the goods, while also serving as the distribution point for the collectibles sold by the collectible CPO management system. In order to ensure that at least one of the accepting sellers will have the collectible item in the condition specified by the buyer, a number of sellers may conditionally accept each CPO. Each of the accepting seller(s) are preferably prioritized into a hierarchy based on predetermined criteria.

30 Claims, 16 Drawing figures

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